

ABSTRACT

A camera and method for promoting consumer loyalty for film developing services is provided. A loyalty camera is provided wherein a particular tool is required to rewind the exposed film and assist in manipulating the film door latch. In one
5 embodiment, the tool is inserted into a combined film advance/rewind mechanism to move a lever arm against a portion of the anti-reversal pawl to bias the pawl out of contact with the film advance wheel and permit film rewinding. Additionally, in some embodiments the particular tool is additionally used to move the door lever to open the film door.

10